

KC BizCare – Business Customer Service Center

DATE: December 28, 2012

TO: Richard Usher, Assistant City Manager

FROM: John Pajor, KC BizCare

SUBJECT: Monthly Report – November 2012

In November we learned about new initiatives and existing services within city government that can benefit our customers. We also had multiple opportunities to get out into the community and strengthen our network of resource partners. We list some examples below:

- Jason Roske, owner of the Kansas City Auction Company presented to the Council Business Session on November 8. Mr. Roske described the impact that small firms like his are making to revitalize the West Bottoms.
- On November 9, Councilman Scott Taylor announced the allocation of \$200,000 to the KC Regional Microloan Fund to be available to military veterans who own or plan to start a small business.
- November 12-18 was Global Entrepreneurship week. Staff participated in a resource event at the Johnson County Public Library and attended a series of lecture/mentor events at the Kauffman Foundation.
- The KC Buy Local Initiative kicked off with a press conference on November 15 at the New Dime Store in Brookside. Local officials and community representatives encouraged citizens to patronize independently owned retailers during the holiday season.
- Staff met with Officer Captain Todd Marckx of the Kansas City Police Department. Captain Marckx is working with area retailers to educate them on crime prevention strategies. KCPD publishes a Crime Prevention Handbook in English and Spanish which includes a section on business crime. The guide can be found online at:

 $\underline{http://www.kcmo.org/police/BoundaryMap/MetroPatrolDivision/CrimePrevention/index.htm}$

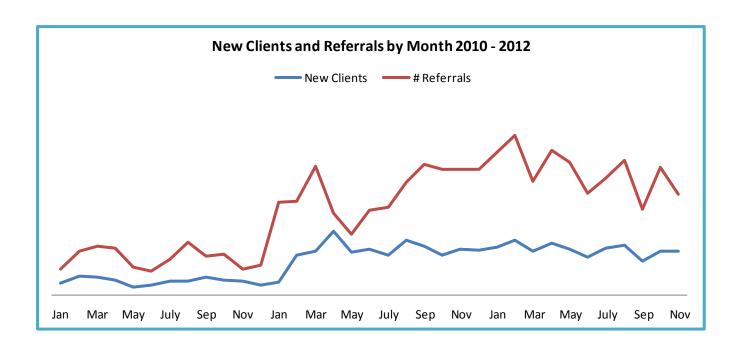
• Staff attended gatherings sponsored by the Southtown Waldo Brookside Council, Greater Kansas City Chamber of Commerce KCMO Committee, Maincor and Troost Alliance to promote the services of KC BizCare and to learn more about the needs of local business owners.

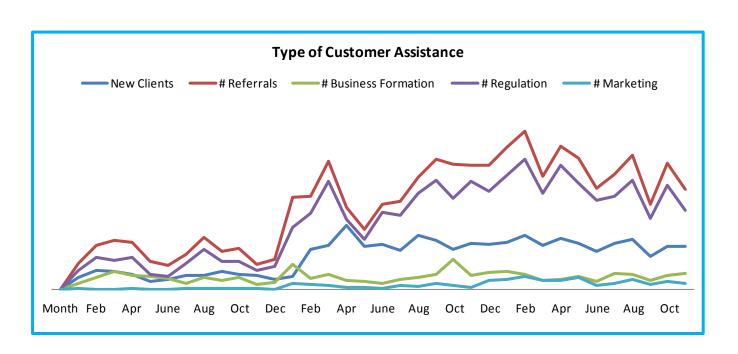
Referrals to City, State, Federal Departments & Resource Par	rtners - November 2012	# of
Entity	Type of Referral	Referrals
City Departments		
City Clerk's Office	Regulatory	1
City Communications Office	Regulatory	1
Finance - Accounts Division	Regulatory	1
Finance - Revenue - Earnings	Regulatory	1
Finance - Business Licensing	Regulatory	82
General Services - Procurement	Business Formation	2
Health - Food Protection	Regulatory	2
Historic Preservation Office	Regulatory	1
Human Relations - Small Business Division	Business Formation	2
KCMOCDE (Kansas City, Missouri Community Development)	Business Formation	1
Mayor & City Council	Business Formation	2
Neighborhood & Community Services - Rental Registration	Regulatory	1
Planning & Development - Building Codes	Regulatory	5
Planning & Development - Contractor Licensing	Regulatory	3
Planning & Development - Development Management	Regulatory	4
Planning & Development - Development Assistance Team	Regulatory	1
Planning & Development - Home-based Business, IB # 117	Regulatory	41
Planning & Development - Investigations	Regulatory	1
Planning & Development - Permits Division	Regulatory	21
Planning & Development - Zoning Clearance	Regulatory	84
State Departments		
Missouri Department of Economic Development	Regulatory	1
Missouri Department of Health - Child Care Services	Regulatory	2
Missouri Gaming Commission	Regulatory	1
Missouri Dept of Revenue	Regulatory	9
Missouri Secretary of State	Regulatory	15
Federal Departments & Agencies		
IRS Small Business & Taxpayer Information	Regulatory	14
US Copyright Office	Business Formation	8
US Department of Commerce	Business Formation	1
Resource Partners		
Asian American Chamber of Commerce	Business Form/Marketing	1
EDC Loan Corporation	Business Formation	1
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	16
Farm to Table Kitchen - City Market	Business Formation	1
Google - Get Your Business Online	Business Form/Marketing	2
H & R Block Business & Career Center - Central Library	Business Formation	2
Hispanic Economic Development Corporation	Business Form/Marketing	1
Independence Regional Ennovation Center	Business Formation	1
Internet Webpage	Business Formation	10
Justine Petersen Micro-lending Program	Business Formation	5

Referrals to City, State, Federal Departments & Resource Pa	rtners - Nov 2012, continued	# of
Kansas City Volunteer Lawyers & Accountants for the Arts	Business Formation	1
Kauffman Foundation	Business Formation	1
KCSourceLink	Business Form/Marketing	9
Northland Neighborhoods Inc	Business Form/Marketing	1
SCORE of Kansas City	Business Formation	4
Southtown Brookside Waldo Council	Business Form/Marketing	2
The Thinking Bigger Guide	Business Form/Marketing	5
Total Referrals:		371

Networking Contacts	November 2012
Entity	Date
Rockhurst - Center for Financial Opportunity	11/5/2012
Turner Construction Company	11/7/2012
H & R Block Business & Career Center	11/7/2012
Kauffman Foundation - 1 Million Cups	11/13/2012
Google	11/13/2012
Economic Development Corporation	11/14/2012
Southtown Brookside Waldo Council	11/14/2012
Kauffman Foundation	11/14/2012
City Council - Buy Local Press Conference	11/15/2012
Kauffman Foundation	11/16/2012
Johnson County Public Library	11/16/2012
Greater Kansas City Chamber of Commerce	11/27/2012
Troost Alliance	11/28/2012
Kauffman Foundation - 1 Million Cups	11/28/2012

Month	New Clients	First Time in Business	%	Home-based Business	%
August	200	22	11.0%	77	38.5%
September	180	56	31.1%	56	31.1%
October	148	40	27.0%	47	31.8%
November	170	45	26.5%	45	26.5%
December	166	48	28.9%	41	24.7%
January	175	59	33.7%	55	31.4%
February	201	86	42.8%	72	35.8%
March	161	72	44.7%	61	37.9%
April	189	87	46.0%	70	37.0%
May	169	81	47.9%	62	36.7%
June	140	62	44.3%	55	39.3%
July	172	70	40.7%	50	29.1%
August	185	69	37.3%	54	29.2%
September	123	56	45.5%	39	31.7%
October	160	65	40.6%	52	32.5%
November	124	45	36.3%	41	33.1%
	2663	963	36.2%	877	32.9%





Active Clients June 2009 - Dec 2010	471	542	608	664	695	732	783	850	905	955	993	1041
Month of 2010	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	95	162	181	174	102	89	131	193	142	150	94	111
Number assisted with business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted with regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted with marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up within 3 weeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	9	9	3	8	6	5	5	5	6	7	7	4
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - Dec 2011	1189	1351	1586	1744	1871	2022	2117	2317	2497	2645	2815	2981
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted with business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted with marketing	22	18	14	8	6	5	13	12	22	14	7	35
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 w eeks	N/A	100%	100%									
Number of networking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - YTD	3156	3357	3518	3707	3876	4016	4188	4370	4493	4653	4813
Month of 2012	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Number of referrals	524	586	419	531	486	374	427	496	314	468	371
Number assisted with business formation	66	57	33	38	49	29	60	56	33	53	58
Number assisted with regulatory/licensing	421	483	354	459	394	329	346	402	263	386	292
Number assisted with marketing	37	47	32	34	43	16	21	38	18	29	21
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow-up within 3 weeks	N/A										
Number of networking events	4	20	18	8	11	16	7	11	7	8	14
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10

This is how the data breaks out by industry/business acti	vitv:		
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2011 Business Customers by NAICS Code			
Primary business activity:	#	%	
Agriculture, forestry, fishing	3	0.1%	
Mining	2	0.1%	
Utilities	2	0.1%	
Construction and trades	241	12.0%	
Manufacturing	78	3.9%	
Wholesale trade	60	3.0%	
Motor vehicle parts & dealers	121	6.0%	
Retail trade/including electronic shopping	330	16.5%	
Transportation/warehousing	56	2.8%	
Information/communication	27	1.3%	
Finance/insurance	38	1.9%	
Real estate/ rental leasing	54	2.7%	
Professional/scientific/technical services	169	8.4%	
Administrative support / waste management services	210	10.5%	
Educational services	20	1.0%	
Healthcare and social assistance	70	3.5%	
Arts, entertainment, or recreation	79	3.9%	
Accomodations or food service	167	8.3%	
Other services, including repair and personal services	254	12.7%	
Religious, grant making, civic organizations	20	1.0%	
Total:	2001	100.0%	

- Agriculture, forestry, fishing
- Mining
- Utilities
- Construction and trades
- Manufacturing
- Wholesale trade
- Motor vehicle parts & dealers
- Retail trade/including electronic shopping
- Transportation/warehousing
- Information/communication
- Finance/insurance
- Real estate/ rental leasing
- Professional/scientific/technical services
- Administrative support / waste management services
- Educational services
- Healthcare and social assistance
- Arts, entertainment, or recreation
- Accomodations or food service
- Other services, including repair and personal services
- Religious, grant making, civic organizations

